

ATRON
ENTERPRISES
QUALITY. GUARANTEED. NATURALLY.



Our award-winning beef is of consistent and outstanding quality. Naturally.



ATRON ENTERPRISES

Atron's extensive experience in the beef industry over many years is demonstrated in their deep understanding of the complex characteristics of each farming region and cattle breed. Atron has perfected skills in the preparation and ageing of the beef to enhance the quality and taste.

Atron prides itself on customer service excellence. In the domestic and export market Atron seeks to follow global best practice in the supply chain process, delivering the right product, right place, right price – right time.

In 2009 and 2010 Atron was a proud finalist in the Australian Premier's NSW Exporter of the Year Awards – and in 2011 Atron won the Highly Commended Award for Sustainability in Exports. This is testament to Atron's export leadership in Australia.

Over the years Atron has won many awards for their beef. In 2009 Atron won Asian Exporter of the Year Award. In 2012 Atron won coveted silver and bronze awards for MSA brands Spring Grove and Condabri at the internationally acclaimed Melbourne Royal Fine Food Awards, and the Royal Queensland Food & Wine Show respectively.

Great product, great service, great prices – and on time delivery, are critical success factors reinforced by powerful and exclusive beef brands. These elements underpin Atron's performance in the export and Australian markets.

Atron is based on the east coast of New South Wales, the heartland of Australia's major beef producers.

ATRON BEEF

Atron's beef is produced from cattle sourced directly from exclusive producers with an unblemished track record for beef of an outstanding quality.

The strategic location of Atron's feedlots and processing facilities in the heart of the beef industry guarantees continuity of supply of these high-quality cattle.

Cattle are grain-fed for the optimal number of days on a highly specialised formula of grains, and finished in accordance with stringent nutritional guidelines to maximise the rich colour, marbling and eating quality of the beef.

Atron's pasture-fed cattle graze on rich open pastures along the lush east coast of Australia. These pastures contribute to the tenderness and unrivalled taste of prime Australian beef.

The Atron team takes pride in the 'no compromise' integrity of the product, striving constantly to provide the appropriate quality product, closely matching market requirements, and grading meat product to the specific market's cost, culinary and cultural requirements.

Thanks to Atron's deep involvement in the entire supply chain – from paddock to plate – quality standards are consistent and supply is constant and reliable.



ATRON BRANDS

Atron's extensive brand stable includes premium brands graded and certified by Meat Standards Australia (MSA), and a wide range of top quality pasture- and grain-fed beef brands, to meet the exacting and diverse requirements of the Australian and export markets.

Atron tailors brand specifications to individual customer requirements, and in addition, provides brand exclusivity to export customers, strengthening entry into foreign markets.

Seven of the 20 brands in the Atron stable include:



SPRING GROVE

- Pure Australian Beef
- Boning group 0–12
- Pasture-fed
- MSA Certified
- Hormone free
- Natural



CONDABRI

- Pure Australian Beef
- Minimum 100 days grain-fed
- MSA Certified



PREMI-YUM BLACK

- Pure Australian Beef
- Boning group 0–12
- Grain-fed up to 100 days
- MSA Certified



PREMI-YUM WHITE

- Pure Australian Beef
- Boning group 12+
- Grain-fed up to 100 days
- MSA Certified



The Station

- Pure Australian Beef
- Boning group 12+
- Pasture-fed
- Up to 21-day aged
- MSA Certified



Brenton

- Pure Australian Beef
- Established brand
- Produced in AUS-MEAT-accredited plants



LONSDALE

- Pure Australian Beef
- Established brand
- Produced in AUS-MEAT-accredited plants

BEEF QUALITY, SAFETY AND INTEGRITY

Quality assurance remains the lifeblood of the Australian beef industry. Atron works very closely with industry bodies and the supply chain to ensure quality assurance at the highest level. Atron places absolute priority on best practice values of product integrity, product safety, and consistency. This is underpinned by stringent Australian industry standards, and Atron's uncompromising quality control and assurance procedures. Atron draws on key Australian and global industry authorities, market information sources, trade visits and market intelligence to ensure product integrity.

Meat and Livestock Australia has developed a scientific grading and certification system, Meat Standards Australia (MSA), to ensure excellent eating quality at the consumer level in Australia. This system considers a range of production and processing factors, including age, breed, nutrition, handling, transport and processing treatments, plus conventional carcass parameters such as marbling, meat colour, fat distribution and pH. Eating Quality Assured (EQA) is MLA's international eating quality program.

Atron Quality Assurance (QA) Department continuously monitors and audits activities at all processors to ensure compliance with company and government programs. Atron operates an extensive sampling and testing program to ensure compliance.

Atron's beef processing, grading, packaging and distribution technology strives to ensure delivery to customers' specifications.

DAVID LARKIN

An extraordinary entrepreneur, Atron's managing director, David Larkin, is recognised as one of the Australian beef industry's leading strategic planners.

David Larkin is deeply committed to beef quality – an ardent representative on local, state and national industry meat advisory boards, David has been heavily involved in setting industry standards for beef in Australia.

In 1986 David was the runner-up in the Young Australian of the Year award, and in 2009, David was awarded the Distinguished Australian of the Year Award by Maersk Shipping Lines for service to the meat industry. This is the beef industry's highest honour.



MARKETING AND PROMOTIONS

Marketing is a key differentiator in building brands - expert marketing and promotional campaigns create powerful brands. These in turn drive maximum value for Atron and their customers. Atron's new brand livery, multiple brand strategy, website, brochures, targeted promotions and advertising are testament to the innovative, strategic, results-driven approach taken to marketing brands to, and on behalf of, their customers.

Atron works with customers to develop compelling brands supported by promotional material tailored to specific market segments and the end customers' needs. These promotions act as a 'pull' strategy to drive increased awareness and sales.

In the export market, brand opportunities are without limit!

CUSTOMER SERVICE

The Atron team behind David is a powerbase of knowledge: Atron's senior livestock, processing, sales, marketing and administration managers have extensive knowledge of, and experience in the industry. Atron's team takes pride in the uncompromising quality of its product, and service to customers.

Customers are Atron's lifeblood! Best practice service excellence is Atron's watchword. The key priority is to form long-term, win-win relationships with partners and customers, and to develop a deep understanding of their markets and requirements. The team has a proactive 'can do' approach to customers, and strives to always deliver outstanding results. Atron is renowned for their integrity which can be depended upon in good times and bad.

THE ATRON TEAM



KIM BAKKER GM LOGISTICS **AMY MORTON** MANAGER PRODUCTION **DAVID LARKIN** MANAGING DIRECTOR AND GM SALES AND MARKETING
LUKE CARTWRIGHT MANAGER SALES AND MARKETING **HEIDI GILLILAND** MANAGER LIVESTOCK **LAUREN BAKKER** BUSINESS DEVELOPMENT MANAGER



ATRON'S KEY DIFFERENTIATORS

- Great Product, Great Service, Great Prices – and On Time Delivery!
- A Distinguished 25-year History
- Great Team with Deep Market Knowledge and Expertise
- 'No Compromise' Quality Beef, Outstanding Value
- Powerful Brands
- Commitment to Product Safety, Quality and Integrity
- Continuity of Supply – Integrated Supply Chain
- Export Market Strength, Exclusive Export Brands
- Australian Market and Brand Exclusivity
- Best Practice Service Excellence
- Strategic, Results-driven Marketing.



CONTACT

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PREMIER'S NSW
EXPORT AWARDS

Australian Institute of Export

2011 Highly Commended: Sustainable Exporter